



Webinar

COVID-19 Risk Communication and Community Engagement... Reimagining SBCC

15 May 2020

PANEL 1

COVID-specific RCCE: Strategy development, Partnership, Platform, Implementation

Panelists

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COVID-19 Risk Communication and Community Engagement...

Strategy development,
Partnership, Platform,
Implementation



Dhaara – Confluence of Knowledge

15 May 2020

Objective of the Session

To strengthen knowledge and understanding and enhance capacity and capability on risk communication and community engagement.

This will be achieved through:

- A greater understanding **what** are the concepts and approaches underpinning the RCCE strategies and interventions to achieve that in practice in the field.
- Enhanced Knowledge and Experience in **how** to apply the concepts and approaches
- Demonstrated field best practices, lessons learned and way forward for improved to ensure continues learning and development in RCCE COVID-19.

RCCE: Principle concept and approach to COVID-19

Be first, be fast, be frequent

1

Early first announcement essential to build and maintain public trust

2

Awareness of the disease and the situation is key, especially among health care workers and the populations at risk

3

Be proactive in information dissemination with frequent updates

Help people take informed decisions to protect themselves

6

Develop easy to understand materials in languages and preferred channels of affected population

5

Identify and manage rumors and misinformation quickly

4

Use a mix of tactics and approaches for risk communication, including

One-way communications
(mass communications)

Two-way systems to promote
participation and inclusion
(two-way communications and feedback)

RCCE actions to promote **local leadership, local capacity, empowerment, and ownership**

Behavioural driven RCCE: new practices and norms



ALTERNATIVES TO HANDSHAKES, HUGS, HIGH FIVES AND HONGI



@SIOUXSIEW @XTOTL thespinoff.co.nz

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In a crisis, people are more likely to make decisions based on trust, self confidence and self-discipline. **TRUST** in individuals and organisations is the biggest factor in reducing risk by adoption and maintenance of new norms and practices in diseases outbreaks

Behavioural focused RCCE: Key Features

WHAT

What we aim to contribute to:

Increase awareness, knowledge and understanding on preparedness, prevention and response practices against the novel Coronavirus disease to reduce its impact (exposure) on general public, including women and children in India

WHO

In partnership with MoHFW, WHO, CSO, Media, SBCC Alliance

HOW

Strengthening knowledge delivery platforms:

- National Health Mission
- Ministry of Youth Affairs and Sport
- Indian Red Cross Society
- Ministry of Ayush
- CSOs
- TRIFED

Strengthening RCCE products and materials:

- IEC warehouse has 120 types of RCCE materials (audio, video, print in 20 languages)

Social mobilisation of community engagement platforms

- Panchayati Raj Institutions
- Faith based leaders
- NSS
- TRIFED
- SRLM
- Community radio

Public advocacy, communication and partnership to scale up

- Facebook
- Twitter
- Instagram
- Tik-ToK
- U-Report



“Hello Didi”

Leveraging SHG platform to
Prevent COVID Transmission: A
WADA Initiative
Uttar Pradesh

Action Coverage of SHG members : Self Help Groups

DTMs train and orient WADAs on a daily basis

- DTMs work as a key nodal person who train WADAs on call capsules.

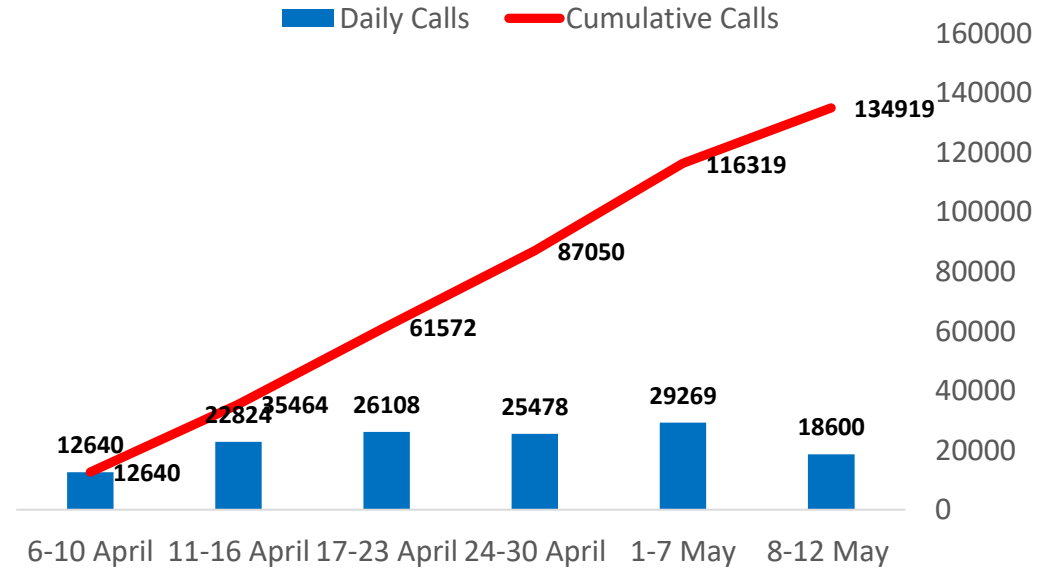
WADAs call their assigned SHG members

- WADA call members of the groups assigned to them

134,919 SHG members have been called under this initiative, 61,572 SHG members have been counseled on Capsule 1 and 73,347 members have been contacted on Capsule 2

About 3646(±692) SHG members are counseled every day by 420 WADAs. Minimum and Maximum number of SHG members called on any day are 1054 and 4862 respectively.

Self-Help Group Members counseled on phones



Rajasthan - Multi-Faith engagement to promote Social Distancing

Situation:

A mélange of Festivals celebrated cutting across faith;

Established religious norms of celebrations include collective worship and congregation in public spaces

Strategy/Approach:

Engagement by the state's highest political leadership

Combined with senior state and district admin leadership

Expanded by a collaborative Social Mobilisation Plan and Social Media Advocacy



Rajasthan - Multi-Faith engagement to promote Social Distancing

Strategy/Approach contd.

Multi group Engagement

First Wave- National , State

Second Wave- sub district

Two way responsiveness

Multiple Communication platforms & tools

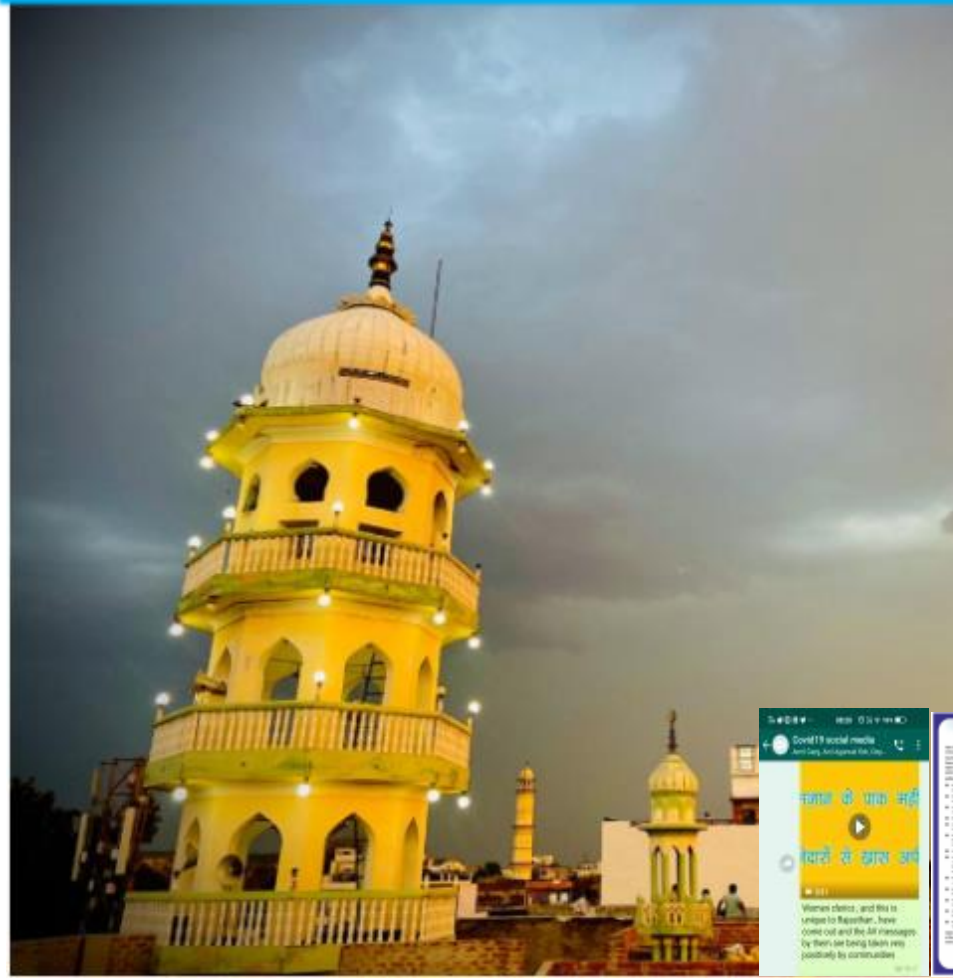
Mass media; Social Media appeals

Community based mobile based communication

Local influencers (MR Campaign), trusted organisations

PA systems- own and adjoining neighborhoods

Heath Field Workers



Rajasthan - Multi-Faith engagement to promote Social Distancing

Barriers encountered

Stigma, fear, rumor mongering

deeply entrenched religious rituals and norms

Mitigation approaches

Govt. responsiveness - sensitising police on empathy and trust building and redeployment

Efficient use of technology

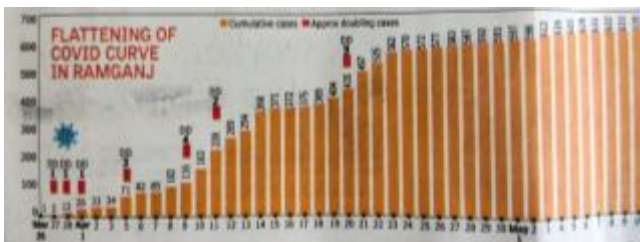
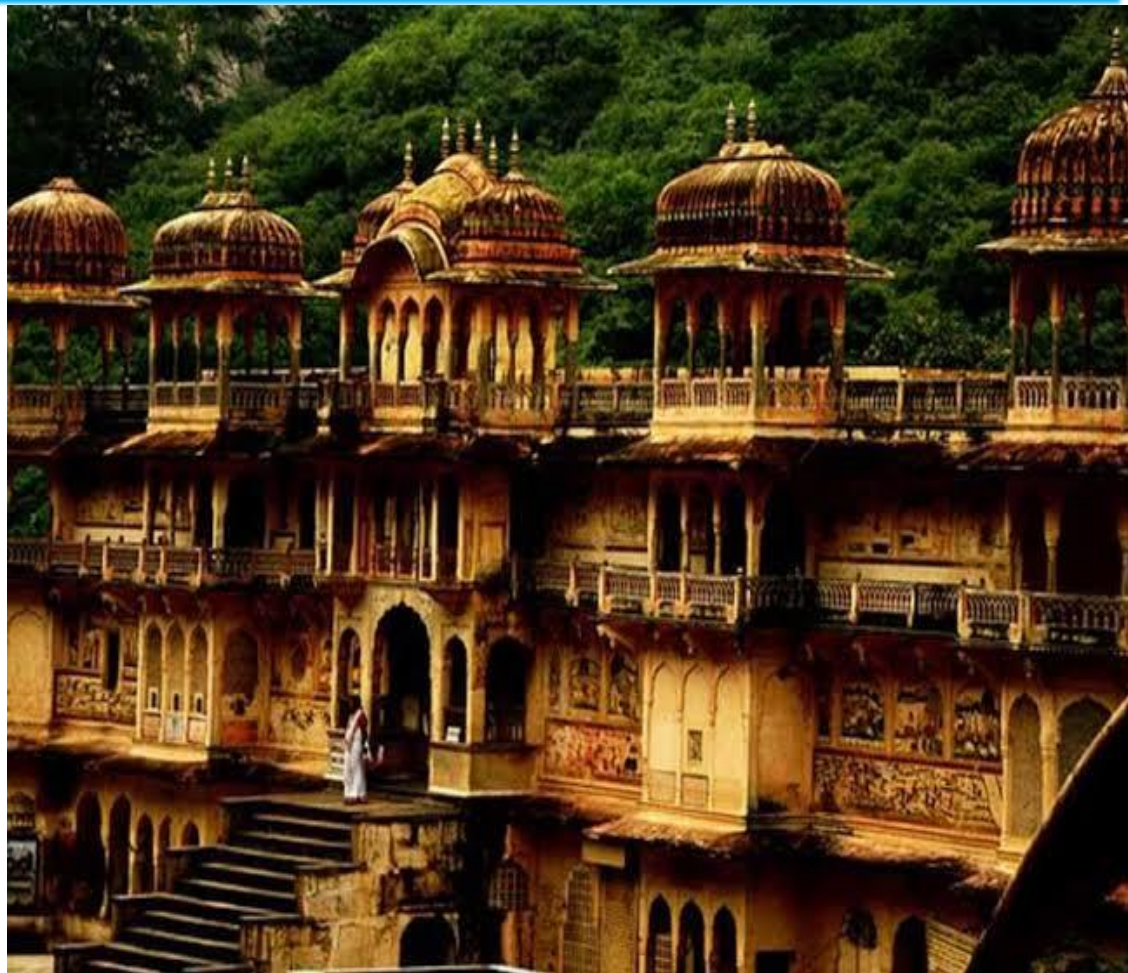
Multisectoral collaboration for outreach (with Health, CAP & other sectors)

Lessons Learnt:

Sustained convergent programming yields results in emergencies

Faith influencers transcend political boundaries

Dynamic situations – evolving solutions



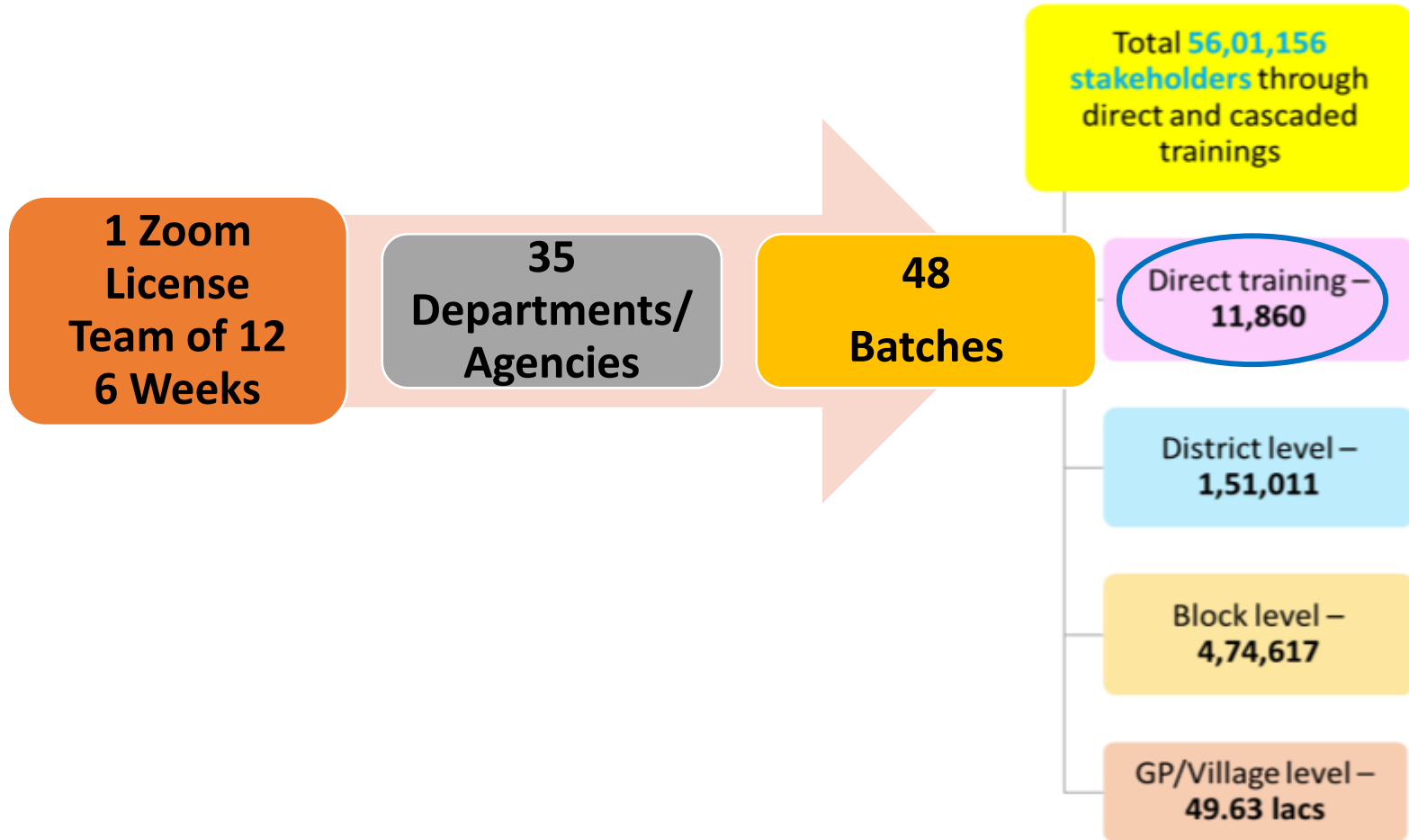
Telangana - Sustaining Community Engagement at Scale



From Zoom-rooms
to grassroots



Large Scale Cascades for Trainings & Engagement



Diverse Stakeholders for a Common Goal

Health and Family
Welfare (HFW)

Rural Development &
Panchayati Raj (PR&RD)

Society for Elimination
of Rural Poverty (SERP)

Mission for Elimination
of Poverty in Municipal
Areas (MEPMA)

State Rural Livelihood
Mission (SRLM)

National Service
Scheme (NSS)

Nehru Yuva Kendra
Sangathan (NYKS)

Tribal Cooperative
Marketing
Development
Federation of India
(TRIFED)

Art of Living (AoL)

Community Radio
Stations (CRS)

State Institute of Rural
Development (SIRD)

NGOs & CSOs

WhatsApp Groups

- Sharing of materials, new guidelines
- Compilation and dispelling of misconceptions
- Follow-up with zoom Q&A
- Reporting and programme guidance

*Call-centre type
training and
management*

Training Content on A/V and YouTube

- Conversion of the RCCE content into a learning A/V for reference of and use by grassroots level functionaries
- Hosting of trainings on YouTube channels

Online Quiz Series

- Zoom polls
- Online quiz through trained stakeholders

Odisha – COVID-19 prevention and response

Convergent Efforts – Optimal Reach



Center of Excellence: an institutional approach to RCCE

Availability of trained human resource and institutions facilitated quick & early response

- Capacity Building vertical established – all training coordinated under supervision of Director SIHFW
- Timely production of print materials like posters, leaflets, adaptation of A&V materials
- Development of appropriate materials based on evolving situation
- Optimal outreach of messages – Print Media, TV and Social Media
- Regular press releases and press meets



Convergence: an institutional approach to RCCE

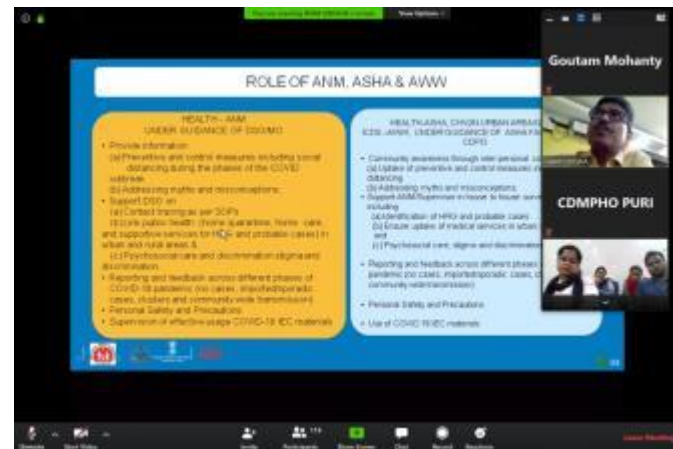
- CoE for Communication: identified as a resource & evolved into State **IEC Task Force**
- Systems Strengthening by activating institutions at different levels - OLM, SIRD, ITDA, SHGs
- Standardised information – Created a common platform
- Leverage Resources and platforms and greater transparency
- Facilitates quick responsiveness of systems in an emergency
- Create clarity in roles and responsibilities vis a vis others and avoids duplication
- Helped in dispelling myths and beliefs
- Optimal Outreach



Convergence – capacity building approach to RCCE

- Frontline Functionaries – AAA: 130633 (96%)
- Doctors, Nurses, AYUSH Doctors: 7,000
- District & Block Health/ICDS Functionaries: 700
- TRIFED functionaries: 300 reaching 6,000 SHGs
- Public Health Communication Officers: 314
- Odisha Livelihood Mission Functionaries: 32,000
- District and Block Protection Units, CCI Caretakers 400
- Inter Agency Groups – CSO partners: 700
- Partner NGOs : 30
- Community Radio Association, Odisha 17
- District Emergency Officers: Volunteers Portal: 12000

Contextualised Training modules to include specificities of state advisories



Community Engagement

Non-government Organisations

- Trained on COVID-19 and facilitate interaction with District Administration & all institutions
- Rapid Assessments and early identification of gaps and quick response
- Interactive – daily updates to Administration through WhatsApp group
- Support FLWs in reaching communities with messages and basic services like RMNCHA
- Engagement with Adolescents, monitoring of TMCs, gaps in implementation
- Learning Continuity through Ghare Ghare Arunima for preschoolers

Panchayats Lead to Address Stigma

- Orientation of 6978 panchayats on COVID-19 at district level
- 33,900 panchayat functionaries @5 people/panchayat trained on Management of TMCs and Stigma Management



Thank you